IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims

1. (Currently Amended)   An information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, comprising:

selecting means for selecting said television program to be preset-recorded;

transmitting means for transmitting television program identifying information for identifying said television program selected by said selecting means to said information providing apparatus;

receiving means for receiving said preset-recording data, keyword data, and advertisement-associated data from said information providing apparatus in response to said television program identifying information;

recording means for recording said television program to an information recording medium on the basis of said received preset-recording data received by said receiving means;

reproducing means for reproducing said television program recorded to said information recording medium by said recording means; and

display control means for controlling the displaying of said advertisement-associated data received by said receiving means to force the display of said advertisement-associated data as a function of the keyword data and said television program substantially at same time to force for a

viewer to ~~view~~ playback said advertisement-associated data while simultaneously ~~viewing~~ playing back said television program.

2. (Original)   The information processing apparatus according to claim 1, wherein

said display control means controls the displaying of said advertisement-associated data received by said receiving means at least during the reproduction of said television program by said reproducing means.

3. (Currently Amended)   An information processing method for an information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, said information processing method comprising the steps of:

selecting said television program to be preset-recorded;

transmitting television program identifying information for identifying said television program selected in the selecting step to said information providing apparatus;

receiving said preset-recording data, keyword data, and advertisement-associated data from said information providing apparatus in response to said television program identifying information;

recording said television program to an information recording medium on the basis of said preset-recording data received in the receiving step;

reproducing said television program recorded to said information recording medium in the recording step; and

controlling the displaying of said advertisement-associated data received by said

receiving means to ~~force the~~ display ~~of~~ said advertisement-associated data as a function of the

keyword data and said television program substantially at same time ~~to force~~ ~~for~~ a viewer to ~~view~~

~~playback~~ said advertisement-associated data while simultaneously ~~viewing~~ ~~playing back~~ said

television program.

4.   (Currently Amended)   A program storage medium storing a computer-

readable program for controlling an information processing apparatus which acquires preset-

recording data for preset-recording a television program from a predetermined information

providing apparatus via a network and, on the basis of said preset-recording data, controls preset-

recording of said television program, said computer-readable program comprising the steps of:

selecting said television program to be preset-recorded;

transmitting television program identifying information for identifying said television

program selected in the selecting step to said information providing apparatus;

receiving said preset-recording data, keyword data, and advertisement-associated data

from said information providing apparatus in response to said television program identifying

information;

recording said television program to an information recording medium on the basis of

said preset-recording data received in the receiving step;

reproducing said television program recorded to said information recording medium in

the recording step; and

controlling the displaying of said advertisement-associated data received in the receiving

step to ~~force the~~ display ~~of~~ said advertisement-associated data as a function of the keyword data

and said television program substantially at same time ~~to force~~ ~~for~~ a viewer to ~~view~~ ~~playback~~

said advertisement-associated data while simultaneously ~~viewing~~ playing back said television program.

5. (Currently Amended)   An information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, comprising:

selecting means for selecting said television program to be preset-recorded;

transmitting means for transmitting television program identifying information for identifying said television program selected by said selecting means to said information providing apparatus;

first receiving means for receiving advertisement-associated data and keyword data from said information providing apparatus in response to said television program identifying information;

notification means for notifying said information providing apparatus if a predetermined condition is satisfied after display of said advertisement-associated data is started;

second receiving means for receiving said preset-recording data from said information providing apparatus in response to the notification from said notifying means;

recording means for recording said television program to an information recording medium on the basis of said preset-recording data received by said second receiving means; and

display control means for controlling the displaying of said advertisement-associated data received by said first receiving means to force the display of said advertisement-associated data as a function of the keyword data to force ~~for~~ a viewer to view said advertisement-associated data before receiving said preset- recording data by said second receiving means,

wherein said viewer cannot view said television program unless said advertisement-associated data first has been displayed.

6.   (Original)   The information processing apparatus according to claim 5, wherein

said predetermined condition is a predefined correlation between television program and advertisement.

7.   (Original)   The information processing apparatus according to claim 5, wherein

said predetermined condition is a predefined correlation between television program keyword and advertisement.

8.   (Original)   The information processing apparatus according to claim 5, further comprising:

reproducing means for reproducing said television program recorded to said information recording medium by said recording means.

9.   (Original)   The information processing apparatus according to claim 8, wherein

said display control means controls the displaying of said advertisement-associated data received by said first receiving means while said reproducing means is reproducing said television program.

10. (Currently Amended) An information processing method for an information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, said information processing method comprising the steps of:

selecting said television program to be preset-recorded;

transmitting television program identifying information for identifying said television program selected in the selecting step to said information providing apparatus;

receiving advertisement-associated data and keyword data from said information providing apparatus in response to said television program identifying information;

notifying said information providing apparatus if a predetermined condition is satisfied after display of said advertisement-associated data is started;

receiving said preset-recording data from said information providing apparatus in response to the notification from the notifying step;

recording said television program to an information recording medium on the basis of said preset-recording data received in the second receiving step; and

controlling the displaying of said received advertisement-associated data to force the display of said advertisement-associated data as a function of the keyword data to force for a viewer to view said advertisement-associated data before receiving said preset- recording data, wherein said viewer cannot view said television program unless said advertisement-associated data first has been displayed.

11. (Original) The information processing method according to claim 10, wherein

said predetermined condition is a predefined correlation between television program and advertisement.

12. (Original) The information processing method according to claim 10, wherein said predetermined condition is a predefined correlation between television program keyword and advertisement.

13. (Currently Amended) A program storage medium storing a computer-readable program for controlling an information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, said computer-readable program comprising the steps of:

selecting said television program to be preset-recorded;

transmitting television program identifying information for identifying said television program selected in the selecting step to said information providing apparatus;

receiving advertisement-associated data and keyword data from said information providing apparatus in response to said television program identifying information;

notifying said information providing apparatus if a predetermined condition is satisfied after display of said advertisement-associated data is started;

receiving said preset-recording data from said information providing apparatus in response to the notification from the notifying step; and

recording said television program to an information recording medium on the basis of said preset-recording data received in the second receiving step; and

controlling the displaying of said received advertisement-associated data to <u>force the</u> display <u>of</u> said advertisement-associated data as a function of the keyword data <u>to force</u> ~~for~~ a viewer to view said advertisement-associated data before receiving said preset- recording data,

wherein said viewer cannot view said television program unless said advertisement-associated data first has been displayed.

14. (Original)   The program storage medium according to claim 13, wherein said predetermined condition is a predefined correlation between a television program and an advertisement.

15. (Original)   The program storage medium according to claim 13, wherein said predetermined condition is a predefined correlation between television program keyword and advertisement.

16. (Currently Amended)   An information providing apparatus which provides preset-recording data for preset-recording a television program to an information processing apparatus via a network, comprising:

receiving means for receiving a television program identifying information from said information processing apparatus;

generating means for generating said preset-recording data for preset-recording said television program corresponding to said television program identifying information;

acquiring means for acquiring advertisement-associated data corresponding to said television program identifying information from a predetermined site;

first transmitting means for transmitting said advertisement-associated data and keyword data acquired by said acquiring means to said information processing apparatus to force display said advertisement-associated data; and

second transmitting means for transmitting said preset-recording data generated by said generating means to said information processing apparatus after said advertisement-associated data as a function of the keyword data has been displayed on said information processing apparatus.

17. (Original)   The information providing apparatus according to claim 16, wherein

said acquiring means acquires first advertisement-associated data preset to said television program corresponding to said television program identifying information from a first site.

18. (Original)   The information providing apparatus according to claim 16, wherein

said acquiring means acquires a keyword preset to said television program from a second site and second advertisement-associated data corresponding to said keyword from said first site.

19. (Original)   The information providing apparatus according to claim 18, wherein

said transmitting means also transmits said keyword to said information processing apparatus.

20. (Canceled)

21.   (Currently Amended)   An information providing method for an
information providing apparatus which provides preset-recording data for preset-recording a
television program to an information processing apparatus via a network, said information
providing method comprising the steps of:

receiving a television program identifying information from said information processing
apparatus;

generating said preset-recording data for preset-recording said television program
corresponding to said television program identifying information;

acquiring advertisement-associated data and keyword data corresponding to said
television program identifying information from a predetermined site;

transmitting said acquired advertisement-associated data to said information processing
apparatus to force display said advertisement-associated data; and

transmitting said preset-recording data to said information processing apparatus after said
advertisement-associated data as a function of the keyword data has been displayed on said
information processing apparatus.

22.   (Currently Amended)   A program storage medium storing a computer-
readable program for controlling an information providing apparatus which provides preset-
recording data for preset-recording a television program to an information processing apparatus
via a network, said computer-readable program comprising the steps of:

receiving a television program identifying information from said information processing
apparatus;

generating said preset-recording data for preset-recording said television program corresponding to said television program identifying information;

acquiring advertisement-associated data corresponding to said television program identifying information from a predetermined site;

transmitting said acquired advertisement-associated data and keyword data to said information processing apparatus to force display said advertisement-associated data; and

transmitting said preset-recording data to said information processing apparatus after said advertisement-associated data as a function of the keyword data has been displayed on said information processing apparatus.